

**IOWA  
HIGHWAY SAFETY  
PLAN  
FFY 2008**



**Governor's Traffic Safety Bureau**

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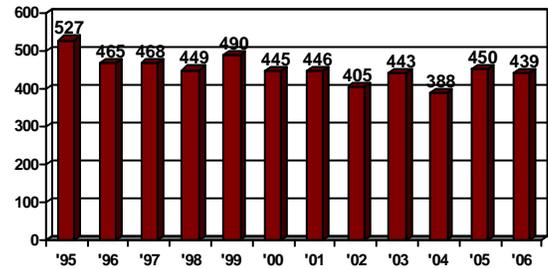
## Measuring the Success of Iowa's Highway Safety Programs and Initiatives

Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roadways. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality of life for all Iowans.

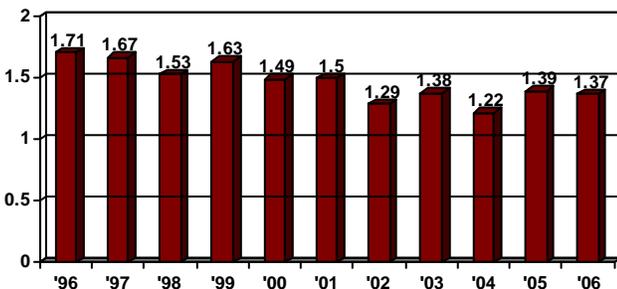
### Traffic Deaths & Iowa's Mileage Death Rate

Iowa fatalities reached a 59-year low in 2004, falling below 400 for the first time since 1945. Unfortunately, traffic deaths rebounded to more historic levels in 2005 and 2006. Four hundred thirty-nine persons lost their lives on Iowa streets and highways in 2006, down by 11 or 3% from the 450 deaths in 2005. Fatalities for 2006 were just below the 1996-2005 ten-year annual average of 450 traffic deaths. Since federally-funded highway safety programs were initiated in the early 1970s, traffic fatalities in Iowa have declined by more than 50% falling from 912 in 1970 to 439 last year. Factors such as dramatic improvements in safety belt usage, reductions in the incidence of impaired driving, better roads, safer vehicles and improved emergency medical services have all played a key role in reducing highway crash tragedies. In FFY 2008, Iowa will continue its comprehensive coordinated effort to become the first non-west coast state in the Nation to achieve 95% belt usage.

Iowa Traffic Fatalities



Iowa Traffic Fatality Rates

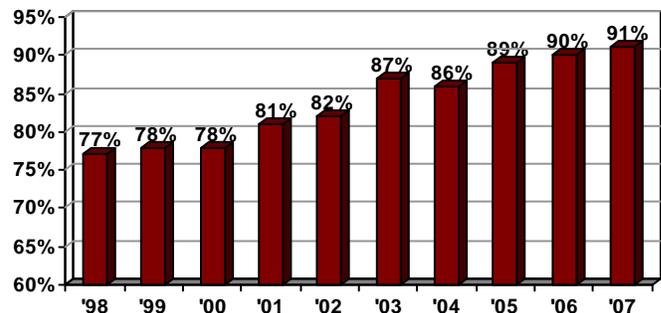


Iowa's fatality rate declined modestly in 2006, totaling 1.37 per 100 million vehicle miles traveled. Iowa's rate remains below the national average of 1.42 despite being a rural state with one of the oldest populations and a much higher level of commercial vehicle travel, all factors which push fatality rates higher.

### Safety Belt Use

Lack of a safety belt remains a major contributor to death and serious injury in Iowa. Statewide safety belt use reached an all-time high in 2007 with 91% compliance. During the past decade, over 450,000 additional Iowans are regularly using their safety belts. Iowa's use rate is the highest in NHTSA's Region 7 and is an estimated 8th best in the Nation. Rates continue to climb with 75% use just a decade ago. Each percent of increase means at least 28,000 more Iowans are buckling up.

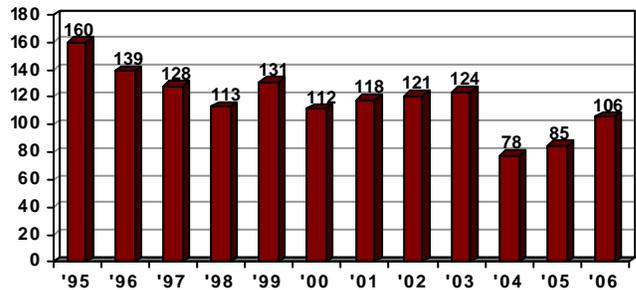
Iowa Safety Belt Use Rates



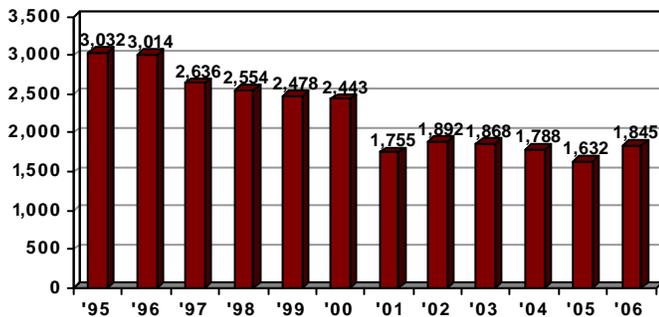
## Impaired Driving

From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have declined by 54. National alcohol fatality numbers for 2006 rank Iowa among the best six states in the Nation. Alcohol-related injuries have also declined by nearly 55% since 1990. Despite an increase in 2006, impaired driving-related fatalities remained below pre-2004 all-time lows (112 in 2000) with 106 such deaths.

### Alcohol-Related Fatalities



### Alcohol-Related Injuries\*

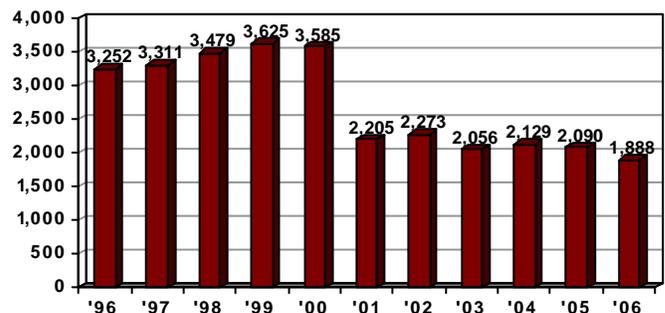


A strong array of enforcement programs involving more than 300 law enforcement agencies across the state including corridor events (border to border and then some), saturation patrols, moving multi-agency patrols, vehicle safety inspection checkpoints and local overtime enforcement all helped. Public education efforts by law enforcement and other safety organizations have contributed to recent safety gains with GTSB-funded agencies conducting nearly 2,500 public information activities in FFY 2006.

## Traffic Injuries

Traffic injuries and serious traffic injury rates per 100 million vehicle miles traveled have been declining. Overall traffic injuries are down nearly 30% since the mid 1990s and serious injuries are down by an even larger margin. Increased safety belt use and the decline in both impaired driving related injuries and serious injuries have contributed to the overall decline in annual statewide traffic injuries.

### Serious Traffic Injuries in Iowa\*



\*Changes in the crash reporting form occurred in 2001.

## Key Goals

Several universal goals stand out from the Objectives of this Highway Safety Plan, including:

- Achieve/maintain an overall traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2008.
- Achieve/maintain a serious traffic injury rate of 7.0 serious injuries per 100 million VMT or fewer by the end of FFY 2008.
- Achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- Achieve a statewide safety belt use rate of 95% by the end of FFY 2008.

2008 Highway Cost Summary

Program Area Code	HSP Approved Program Funds	State/Local Funds	----- Federally Funded Programs -----			Federal Share to Local
			Previous Balance	Increase/- (Decrease)	Current- Balance	
PA-08-01	\$175,000	\$175,000	\$0	\$75,000	\$75,000	\$0
AL-08-02	\$1,295,175	\$98,977	\$0	\$700,000	\$700,000	\$600,000
OP-08-03	\$848,500	\$29,087	\$0	\$750,000	\$750,000	\$296,500
PT-08-04	\$1,035,220	\$2,348,827	\$0	\$393,800	\$393,800	\$375,000
PS-08-08	\$32,100	\$0	\$0	\$32,100	\$32,100	\$32,100
RS-08-10	\$150,000	\$0	\$0	\$100,000	\$100,000	\$100,000
YA-08-11	\$85,000	\$0	\$0	\$85,000	\$85,000	\$85,000
157OP-08-00	\$284,820	\$175,000	\$0	\$284,820	\$284,820	\$284,820
J2-08-00	\$205,000	\$620,000	\$0	\$205,000	\$205,000	\$205,000
K2-08-00	\$850,182	\$1,000,000	\$0	\$850,182	\$850,182	\$850,182
K4-08-00	\$863,438	\$0	\$0	\$863,438	\$863,438	\$713,438
K4PM-08-00	\$150,000	\$0	\$0	\$150,000	\$150,000	\$0
K6-08-00	\$155,000	\$0	\$0	\$155,000	\$155,000	\$105,000
J8-08-00	\$218,000	\$660,000	\$0	\$218,000	\$218,000	\$218,000
K8PM-08-00	\$150,000	\$0	\$0	\$150,000	\$150,000	\$0
K8-08-00	\$1,540,625	\$1,200,000	\$0	\$1,540,625	\$1,540,625	\$1,257,125
K9-08-00	<u>\$645,000</u>	<u>\$130,000</u>	<u>\$0</u>	<u>\$645,000</u>	<u>\$645,000</u>	<u>\$645,000</u>
<b>Total</b>	<b>\$8,683,060</b>	<b>\$6,436,891</b>	<b>\$0</b>	<b>\$7,197,965</b>	<b>\$7,197,965</b>	<b>\$5,767,165</b>

## Planning & Administration

### Objectives

- To provide the management/financial expertise necessary to plan, contract, monitor and evaluate Iowa's highway safety program.
- To provide the administrative capabilities necessary to support total program efforts.
- To provide financial training and information to contractors.

### Program Description

Three full-time positions in the Governor's Traffic Safety Bureau are funded from within the Planning and Administration emphasis area. These positions are the GTSB Director, the Financial Manager and the Administrative Assistant. As Director of the Governor's Traffic Safety Bureau, Mr. J. Michael Laski is in charge of the agency's day-to-day operations. He is the signatory authority for financial and program operations. In FFY 2008, Mr. Laski will supervise a staff of ten full-time employees and provide direction for the program operations and financial management of the Bureau. In addition to his management duties, Mr. Laski serves on the state's Comprehensive Highway Safety Plan Executive Committee. He is also a member of the State Traffic Records Coordinating Committee (STRCC) and the Governors Highway Safety Association (GHSA). Mike is pictured at right with newly-elected Lieutenant Governor Patty Judge at the 2007 Governor's Highway Traffic Safety Conference in Des Moines. Lt. Governor Judge presented opening remarks at the April Conference along with other dignitaries from both the state and national levels.



Ms. Shelley DeForest serves as the Bureau's Financial Manager and is responsible for all financial reporting requirements including the preparation of the financial information included in the Highway Safety Plan and the Annual Evaluation Report. She oversees all budgetary aspects of the Bureau's entire highway safety program and maintains NHTSA's Grant Tracking System. In FFY 2008, she will process all claim reimbursements and handle the preparation and submission of Change Orders. Ms. DeForest will also prepare budget information for the Bureau, provide financial assistance to staff and program contractors, and maintain the Bureau's financial-related policy files. In addition, she serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. She provides administrative support for most Bureau operations. In the upcoming year, Ms. Bennett will be responsible for preparation of the Bureau's state and federal contractual agreements and provide primary assistance in the preparation for federal grant applications, the Problem Identification, Highway Safety Plan, and Annual Evaluation Report. She will handle Bureau correspondence and maintain contractual, policy and other Bureau files. Ms. Bennett prepares agency activity schedules, ensures federal and state deadlines are met, provides a monthly tracking report of contractor and Area Administrator reporting compliance and handles travel arrangements for Bureau staff. She is also responsible for updating the GTSB's Policy and Procedures Manual. In addition, she creates computer presentations for the Bureau Director and staff using graphics, charts and enhanced text.

## Iowa 2008 Highway Safety Plan

Program management, financial expertise and administrative support will be provided for planning, implementing, monitoring and evaluating federal highway safety programs. Financial information, training and program oversight will be provided to all Governor's Traffic Safety Bureau contractors. The FFY 2008 Highway Safety Plan, Annual Evaluation Report and all financial documents will be submitted on a timely basis.

### Budget

<u>Program</u>		<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>	<u>Local</u>
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
PA-08-01-01	Governor's Traffic Safety Bureau	\$350,000	\$175,000	\$175,000		\$0
	(Personal Services \$288,000)					
	(Commodities: \$15,000)					
	(Equipment: \$ 5,000)					
	(Indirect Costs: \$42,000)					
<b>Total</b>		<b>\$350,000</b>	<b>\$175,000</b>	<b>\$175,000</b>	<b>\$0</b>	<b>\$0</b>

## Alcohol Program

### Objectives

- To maintain or increase total OWI enforcement contacts in the project area.
- To maintain at least an 85% statewide OWI conviction rate.
- To provide specialized, alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2008.
- To achieve and maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2008.

### Program Description

Despite a dramatic reduction in alcohol-related fatalities in Iowa during the past decade, impaired driving and the non-use of safety belts remain the two primary contributors to traffic-related death and injury on Iowa's streets and highways. Section 402 program activities for the Year 2008 include a strong, visible enforcement component enhanced by adjudication, training efforts, public information and education. Iowa enacted a .08 BAC law in 2003. To this point, results are very promising with alcohol fatalities setting an all-time low in 2004 with 78 deaths, far below the previous low of 112, set in 2000. While impaired driving related deaths rebounded in 2006 with 106 such fatalities, numbers still remain below the pre-2004 levels. This unprecedented decline in alcohol and drug related traffic fatalities was a primary factor in Iowa's 59-year low in overall highway deaths in 2004 and improvements in 5 and 10-year overall fatality averages.

Eleven local law enforcement agencies including six police departments, four sheriffs' offices and the Iowa State University (ISU) Department of Public Safety will receive GTSB support. All will feature multi-agency cooperative efforts including vehicle safety checkpoints, saturation patrols and corridor enforcement events. The Linn County Sheriff's Office and the Cedar Rapids, Davenport and Robins police departments begin first year impaired driving efforts. Enforcement

agencies from Ottumwa and Council Bluffs as well as ISU's Department of Public Safety and sheriffs' offices from Scott and Woodbury counties begin their second year of similar efforts. Third-year programs include the Iowa City Police Department and the Pottawattamie County Sheriff's Office.

In addition to the enforcement efforts of these agencies, all will conduct educational presentations, provide educational materials, provide traffic safety training for officers and some will receive funding for additional traffic safety equipment. Although part of the alcohol emphasis area, these enforcement agencies will conduct at least two observational occupant protection surveys in our continued effort to improve and assess the occupant protection usage for and by Iowans.



## Iowa 2008 Highway Safety Plan

In the area of adjudication, GTSB funds will support training efforts aimed at magistrates with the State Court Administrator's Office. At the Prosecuting Attorneys Training Council, training will focus on issues relevant to law enforcement officers and county attorneys in the prosecution of alcohol and drug impaired drivers. The Iowa Law Enforcement Academy will provide standardized field sobriety test (SFST) training as well as occupant protection training and a four-hour drug interdiction course for officers. Other significant programs funded under the alcohol emphasis area include a statewide public information and education program with The Integer Group and toxicological support for the Department of Public Safety's Division of Criminal Investigation Criminalistics Lab. FFY 2008 begins a significant effort with the DCI Lab to replace evidentiary breath testing devices across the state with new technologically advanced instruments. By employing a multi-faceted approach, incorporating the key elements of training, public information and enforcement, the GTSB believes Iowa can continue to positively impact alcohol-related traffic problems in the state and be an effective partner in the national Alcohol Mobilization effort.

### Budget

<u>Program</u>		<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>	<u>Local</u>
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
AL-08-02-01	Cedar Rapids Police Department	\$24,778	\$17,600	\$0	\$7,178	\$17,600
AL-08-02-02	Council Bluffs Police Department	\$38,000	\$38,000	\$0	\$0	\$38,000
AL-08-02-03	ISU Department of Public Safety	\$23,650	\$23,650	\$0	\$0	\$23,650
AL-08-02-04	Ottumwa Police Department	\$42,458	\$27,400	\$0	\$15,058	\$27,400
AL-08-02-05	Scott County Sheriff's Office	\$20,000	\$20,000	\$0	\$0	\$20,000
AL-08-02-06	Woodbury County Sheriff's Office	\$14,500	\$14,500	\$0	\$0	\$14,500
AL-08-02-07	State Court Administrator's Office	\$14,000	\$14,000	\$0	\$0	\$14,000
AL-08-02-08	Prosecuting Attorneys Training Cood	\$172,000	\$172,000	\$0	\$0	\$172,000
AL-08-02-09	Iowa Law Enforcement Academy	\$135,000	\$135,000	\$0	\$0	\$135,000
AL-08-02-10	Davenport Police Department	\$26,500	\$26,500	\$0	\$0	\$26,500
AL-08-02-11	Division of Criminal Investigation	\$365,000	\$365,000	\$0	\$0	\$365,000
AL-08-02-12	The Integer Group	\$75,000	\$75,000	\$0	\$0	\$0
AL-08-02-13	Iowa City Police Department	\$30,260	\$15,750	\$0	\$14,510	\$15,750
AL-08-02-14	Pottawattamie Co. Sheriff's Office	\$8,625	\$8,625	\$0	\$0	\$8,625
AL-08-02-15	GTSB - Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
AL-08-02-16	GTSB - Printing	\$30,000	\$30,000	\$0	\$0	\$30,000
AL-08-02-19	Linn County Sheriff's Office	\$91,665	\$31,000	\$0	\$60,665	\$31,000
AL-08-02-20	Robins Police Department	\$7,716	\$6,150	\$0	\$1,566	\$6,150
<b>Total</b>		<b>\$1,124,152</b>	<b>\$1,025,175</b>	<b>\$0</b>	<b>\$98,977</b>	<b>\$950,175</b>

## Occupant Protection Program

### Objectives

- To enhance the motoring public's use of safety belts/child restraints through programs targeted for enforcement, educators and the general public.
- To measure and evaluate safety belt/child restraint use in Iowa and to disseminate occupant protection information to target audiences through publications and conferences.
- To initiate safety belt and child passenger safety programs aimed at low use populations (e.g., young adults) with special emphasis on children ages 5-8 and youth through age 18.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2008.

### Program Description

Lack of occupant protection use, along with impaired driving, remains the prime killer in crashes on Iowa's roadways. In July of 2007, a statewide seat belt usage survey encompassing 100 sites and nearly 14,000 observations showed a usage rate of 91%, up 1% from the 2006 survey.

The FFY 2008 effort planned under our 402 program will continue to receive support from other resources such as Iowa's Section 157 incentive program as well as Section 406.



Successful 402 efforts continuing from FFY 2007 include a statewide public information and education campaign that consists of both television and radio public service announcements produced under contract with The Integer Group. In addition, the statewide child passenger usage survey and staff support through the Iowa Department of Public Health and Blank Children's Hospital is provided for the statewide child passenger safety education effort utilizing Section 405 occupant protection incentive grant funds.

The Iowa State Patrol will spearhead enforcement activities funded under the Section 402 Occupant Protection emphasis area. Joining the Patrol in this effort are police departments from Dubuque, Marshalltown, Hiawatha, Newton and Johnston. In addition to these efforts and the

157/406 programs, the GTSB requires an occupant protection enforcement component in every enforcement contract administered by the Bureau. That includes 20 enforcement agencies funded under 402 alcohol and police traffic services emphasis areas and more than 60 police departments and sheriffs' offices participating Iowa's 410 program.

The Bureau will also utilize Section 405 occupant protection incentive grant funds to support Iowa's child restraint program with educational materials. In all, GTSB-funded enforcement and public education projects can be found in 90 of Iowa's 99 counties representing over 90% of the state's population. With these programs in place, Iowa is geared up to reach our goal of 95% safety belt use by the Year 2008.

## Iowa 2008 Highway Safety Plan

### Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
OP-08-03-01	The Integer Group	\$75,000	\$75,000	\$0	\$0	\$0
OP-08-03-03	Governor's Traffic Safety Bureau	\$41,000	\$41,000	\$0	\$0	\$41,000
OP-08-03-04	Iowa Head Injury Association	\$30,000	\$30,000	\$0	\$0	\$30,000
OP-08-03-05	Clinton Police Department	\$500	\$500	\$0	\$0	\$500
OP-08-03-06	Dubuque Police Department	\$51,490	\$29,000	\$0	\$22,490	\$29,000
OP-08-03-07	GTSB - Printing	\$55,000	\$55,000	\$0	\$0	\$55,000
OP-08-03-08	Iowa State Patrol	\$150,000	\$150,000	\$0	\$0	\$37,000
OP-08-03-09	Iowa State Patrol	\$192,000	\$192,000	\$0	\$0	\$15,000
OP-08-03-10	Marshalltown Police Department	\$10,397	\$7,500	\$0	\$2,897	\$7,500
OP-08-03-11	Special Occupant Restrant-printing	\$20,000	\$20,000	\$0	\$0	\$20,000
OP-08-03-12	Hiawatha Police Department	\$7,700	\$7,700	\$0	\$0	\$7,700
OP-08-03-13	GTSB - Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
OP-08-03-14	Newton Police Department	\$15,000	\$15,000	\$0	\$0	\$15,000
OP-08-03-15	Johnston Police Department	\$14,500	\$10,800	\$0	\$3,700	\$10,800
<b>Total</b>		<b>\$667,587</b>	<b>\$638,500</b>	<b>\$0</b>	<b>\$29,087</b>	<b>\$273,500</b>

## Police Traffic Services Program

### Objectives

- To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- To promote cooperative, multi-agency law enforcement initiatives directed at identified high-risk problem areas.
- To reduce statewide traffic fatalities by 2% by the end of FFY 2008.
- To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain a statewide serious traffic injury rate of 7.5 serious injuries per 100 million VMT or lower by the end of FFY 2008.

### Program Description

During 2006, Iowa recorded 439 traffic deaths, down 11 or 3% from the 2005 total of 450. Twice during this decade, Iowa has set modern lows for traffic deaths with 405 fatalities in 2002 and 388 fatalities in 2004. Collective fatalities since 2000 are the lowest for any decade since the 1940s.

Programs funded under the Police Traffic Services emphasis area are predominantly enforcement based. During FFY 2008, GTSB funds will support 14 police departments, five sheriffs' offices and the Black Hawk Consolidated Public Safety Communications Center. All local enforcement contracts will include contact goals for occupant protection, alcohol/impaired driving and serious moving violations, especially speed and stop sign/light violations. All PTS contractors will participate in cooperative, multi-agency enforcement efforts including saturation patrols, corridor enforcement and vehicle safety inspection checkpoints. In Central Iowa, the Polk City Police Department will, with assistance from police departments throughout Polk County and the Polk County Sheriff's Office, spearhead cooperative events and public information efforts involving all of Polk County law enforcement under the umbrella of the Central Iowa Traffic Safety Task Force or CITSTF.

In addition to 19 local enforcement agencies receiving overtime or full-time personnel support, the majority of these agencies, including eight police departments and one sheriffs' office, receive equipment support for radar and lidar equipment under the PTS umbrella or 410 supported preliminary breath testers (PBTs) and in-car cameras as part of their overall PTS enforcement effort.

Beyond Central Iowa, many areas of Iowa, particularly those with highest populations or larger metropolitan areas, benefit from PTS-funded local enforcement. Black Hawk, Lee and Johnson counties each have two PTS-funded agencies.



## Iowa 2008 Highway Safety Plan

PTS agencies play a crucial role in Iowa's "Drive Toward 95," the push to reach 95% safety belt usage by the end of 2008. As active participants in Iowa's five sTEP wave events in FFY 2008, PTS agencies will help maintain and expand the statewide enforcement and strong local educational message. Accompanied by state and national paid media, local enforcement from agencies of all sizes and jurisdictions form the cornerstone of Iowa's efforts to reduce the tragic impact of the state's #1 highway killer (non-use of safety belts).

These efforts initiated in the PTS program should put Iowa in a very good position to maintain the statewide fatality rate at or below the 1.4 level.

### Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
PT-08-04-01-00	Bettendorf Police Department	\$59,158	\$32,000	\$0	\$27,158	\$32,000
PT-08-04-02-00	Clive Police Department	\$8,000	\$8,000	\$0	\$0	\$8,000
PT-08-04-03-00	Ankeny Police Department	\$11,500	\$9,200	\$0	\$2,300	\$9,200
PT-08-04-04-00	Black Hawk Communication Center	\$4,925	\$2,500	\$0	\$2,425	\$2,500
PT-08-04-05-00	Coralville Police Department	\$20,300	\$11,800	\$0	\$8,500	\$11,800
PT-08-04-06-00	Des Moines County Sheriff's Office	\$16,430	\$6,500	\$0	\$9,930	\$6,500
PT-08-04-07-00	Des Moines Police Department	\$98,153	\$63,500	\$0	\$34,653	\$63,500
PT-08-04-08-00	Keokuk Police Department	\$14,100	\$14,100	\$0	\$0	\$14,100
PT-08-04-09-00	Cedar Falls Police Department	\$20,694	\$10,000	\$0	\$10,694	\$10,000
PT-08-04-10-00	Cerro Gordo County Sheriff's Office	\$3,725	\$3,725	\$0	\$0	\$3,725
PT-08-04-11-00	Clear Lake Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
PT-08-04-12-00	DeWitt Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-08-04-13-00	Mason City Police Department	\$16,600	\$9,400	\$0	\$7,200	\$9,400
PT-08-04-14-00	Polk City Police Department - CITSTF	\$5,625	\$5,625	\$0	\$0	\$5,625
PT-08-04-15-00	Norwalk Police Department	\$1,445	\$1,445	\$0	\$0	\$1,445
PT-08-04-16-00	Waukee Police Department	\$28,800	\$28,800	\$0	\$0	\$28,800
PT-08-04-17-00	Dubuque County Sheriff's Office	\$6,000	\$6,000	\$0	\$0	\$6,000
PT-08-04-18-00	Evansdale Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-08-04-19-00	Lee County Sheriff's Office	\$23,500	\$23,500	\$0	\$0	\$23,500
PT-08-04-20-00	Marion Police Department	\$40,000	\$26,000	\$0	\$14,000	\$26,000
PT-08-04-21-00	Muscatine Police Department	\$15,000	\$15,000	\$0	\$0	\$15,000
PT-08-04-22-00	West Des Moines Police Department	\$38,000	\$38,000	\$0	\$0	\$38,000
PT-08-04-23-00	Jasper County Sheriff's Office	\$10,096	\$5,175	\$0	\$4,921	\$5,175
PT-08-04-24-00	Johnson County Sheriff's Office	\$27,720	\$6,750	\$0	\$20,970	\$6,750
PT-08-04-25-00	GTSB - Travel and Corridor Events	\$7,500	\$7,500	\$0	\$0	\$7,500
PT-08-04-26-00	Pleasant Hill Police Department	\$8,625	\$8,625	\$0	\$0	\$8,625
PT-08-04-27-00	Story County Sheriff's Office	\$12,151	\$6,075	\$0	\$6,076	\$6,075
PT-08-04-28-00	GTSB - Printing	\$10,000	\$10,000	\$0	\$0	\$10,000
PT-08-04-29-00	GTSB - Cooperative Enforcement	\$500,000	\$500,000	\$0	\$0	\$500,000
PT-08-04-30-00	Soft match	\$2,200,000	\$0	\$2,200,000	\$0	\$0
<b>Total</b>		<b>\$3,214,047</b>	<b>\$865,220</b>	<b>\$2,200,000</b>	<b>\$148,827</b>	<b>\$865,220</b>

## Program Management

### Objectives

- To provide the program management expertise to prepare, implement and monitor state and local federal highway safety programs.
- To provide staff capabilities necessary to support total program efforts.
- To provide the technical and analytical expertise necessary to plan and evaluate highway safety programs.
- To provide and participate in technology sharing endeavors at the local, state and national levels.

### Program Description

Ms. Lu Simpson serves as the Central Iowa Area Administrator and Occupant Protection Coordinator for the Bureau. In addition to the monthly monitoring of highway safety contractors in Central Iowa, Ms. Simpson is responsible for writing grants and monitoring contracts for special occupant protection programs that focus on child passenger safety and general occupant protection issues (405/406). Lu works closely with the GTSB's media contractor, The Integer Group, on occupant protection public information campaigns. Lu is also very active in regional and national child passenger safety efforts and coordinated Iowa's special pick up truck seat belt enforcement (PUT) efforts. She is also working closely with several highway safety research firms conducting evaluations on Iowa's seat belt enforcement and public information efforts.

Ms. Wendie Nerem serves as the Eastern Iowa Area Administrator for the Bureau as well as the Youth Coordinator. She is also responsible for the development, publication and distribution of CrossRoads, the GTSB's quarterly traffic safety newsletter and managing the Bureau's website. During FFY 2008, Wendie will be responsible for the monthly monitoring of contracts in Eastern Iowa and will promote the efforts of multi-disciplinary safety teams (MDSTs) in Scott, Dubuque and Clinton counties. As Youth Coordinator, she will be involved in the special youth/alcohol effort with Iowa State University's "Get A Grip" Youth Alcohol Advisory Council.

Mr. Denny Becker will continue as the GTSB's Western Iowa Area Administrator and as the Alcohol Programs Coordinator. Mr. Becker, a member of the Iowa DRE Association, is actively involved in the operation and expansion of the state's Drug Evaluation and Classification Program (DECP). In addition to working with impaired driving issues, Mr. Becker will be responsible for monitoring individual highway safety contracts in Western Iowa. He is also active on the Red Ribbon Committee and helps coordinate efforts for that alcohol awareness campaign as well as 3-D Month efforts. Both of these promotions aim to increase public understanding of the potentially tragic consequences of drunk and drugged driving.

Ms. Christine Burkett monitors Iowa's state agency contracts as well as several central Iowa law enforcement agency contracts. She is responsible for the planning and implementation of the Bureau's successful Annual Highway Traffic Safety Conference. Christine also manages the GTSB public information efforts at the Iowa State Fair and is responsible for the Bureau's equipment inventory tracking. She will be working with motorcycle safety issues in FFY 2008 as well. Christine's ability to speak fluent Spanish is also an additional benefit for the Bureau.

Mr. Robert Thompson is the Program Evaluator and Traffic Records Coordinator for the Bureau. He is responsible for the statewide Problem Identification analysis and compiles the Bureau's Highway Safety Plan and Annual Evaluation Report. He also oversees development of performance measures and objectives for all federal highway safety contracts. Mr. Thompson is primarily responsible for Iowa's 408

## Iowa 2008 Highway Safety Plan

federal traffic records program, serving as Co-chair of the Iowa State Traffic Records Coordinating Committee (STRCC). During 2008, Bob will serve as Chair of the National Safety Council's Highway Traffic Safety Section. He is a member of the Transportation Research Board's Safety Management Committee and Iowa's Trauma Systems Advisory Council. Additionally, Bob is part of the managing team of Iowa's Comprehensive Highway Safety Plan (CHSP) now known as the Iowa Traffic Safety Alliance.

Serving as the Secretary for the GTSB and as the initial contact for the Bureau is Ms. Ihla Hochstetler. She is responsible for answering all of the incoming telephone calls, responding to inquiries and/or referring callers to the appropriate GTSB staff member. She also supports the Administrative Assistant position with office correspondence and other documents. Ms. Hochstetler coordinates the scheduling of Vince and Larry appearances around the state and responds to an extremely large and ever growing number of requests for public education materials. In addition to these duties, she manages the Bureau's audio/visual library and inventory of educational and promotional items.

As part of the total Program Management effort, the Iowa State University Office of Continuing Education will once again work under contract with the Governor's Traffic Safety Bureau to provide staff and support services for the Bureau's annual highway safety conference.

### Budget

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
	Governor's Traffic Safety Bureau	\$590,000	\$590,000			\$9,000
	Personal Services:	\$479,000				
	Commodities:	\$ 25,000				
	Equipment:	\$ 21,000				
	Indirect Costs:	\$ 65,000				
AL-08-07-01	Alcohol	(\$250,000)				
OP-08-07-01	Occupant Protection	(\$190,000)				
PT-08-07-01	Police Traffic Services	(\$150,000)				
	Iowa State University	\$60,000	\$60,000			\$60,000
AL-08-07-02	Alcohol	(\$20,000)				
OP-08-07-02	Occupant Protection	(\$20,000)				
PT-08-07-02	Police Traffic Services	(\$20,000)				
<b>Total</b>		<b>\$650,000</b>	<b>\$650,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$69,000</b>

## Pedestrian/Bicycle Safety Program

### Objectives

- To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- To provide information on safe off-the-road bicycling alternatives throughout Iowa to reduce vehicle-bicycle crashes.
- To develop comprehensive pedestrian/bicycle safety programs in communities.

### Program Description

The Governor’s Traffic Safety Bureau will continue a highly successful program with the Iowa Department of Public Health Bureau of Emergency Medical Services to promote bicycle safety awareness and facilitate the traffic safety education of Iowa’s bicycle riding public. With input from the GTSB, the Bureau of EMS will identify local bicycle clubs, which will be utilized as an effective and appropriate vehicle for addressing bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations from around the state are solicited, reviewed and evaluated. Four new bike groups are chosen each year to participate. Activities typically undertaken by the bicycle clubs as part of this program include bicycle safety rodeos, educational/ helmet promotion activities including classroom education and poster contests and activities, which involve local civic groups. Over the past 15 years, 53 bicycle clubs across the state have contributed to the Iowa’s bicycle/traffic safety effort.



Other efforts include the Iowa State Patrol’s bicycle and pedestrian educational programs and supporting educational materials. The Patrol’s 14 Safety Education Officers (SEOs) conduct more than 100 programs each year at elementary schools throughout Iowa and at least a dozen bicycle safety rodeos across the state.

The Great River Medical Center in Burlington will continue a successful bicycle safety program with local elementary school children. Iowa data shows persons ages 5-14 are most at risk for bicycle-related crash injury and death. In addition, significant pedestrian/bicycle program activity occurs as part of local safe community efforts in several Iowa communities.

The GTSB is also involved with the Iowa DOT’s Safe Routes to School Committee. Funded as part of SAFETEA-LU, Safe Routes to School provides Iowa with over \$1 million annually to identify and improve safe bicycle and pedestrian routes to schools across the state. Currently, safe route programs are underway or planned for at least 15 Iowa communities.

### Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
PS-08-08-01	Department of Public Health	\$10,000	\$10,000	\$0	\$0	\$10,000
PS-08-08-02	Iowa State Patrol	\$16,000	\$16,000	\$0	\$0	\$16,000
PS-08-08-03	Great River Medical Center	\$3,750	\$3,750	\$0	\$0	\$3,750
PS-08-08-04	Iowa Bicycle Coalition	\$2,350	\$2,350	\$0	\$0	\$2,350
<b>Total</b>		<b>\$32,100</b>	<b>\$32,100</b>	<b>\$0</b>	<b>\$0</b>	<b>\$32,100</b>

## Roadway Safety Program

### Objectives

- To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not otherwise available.
- To participate in training programs designed to enhance the traffic safety expertise of engineers, traffic technicians and maintenance personnel at the state, county and city levels.

### Program Description

In order to bring the potential traffic safety benefits which can derive from traffic engineering studies and subsequent roadway improvements to Iowa's smaller counties and communities, the Governor's Traffic Safety Bureau annually provides 402 funding support for the Traffic Engineering Assistance Program (TEAP). An engineering consulting firm or firms is contracted with by the Office of Traffic & Safety at the Iowa Department of Transportation to conduct these studies for local communities which do not have the "in-house" engineering expertise to conduct such studies themselves. In a good example of the "seed money" concept, this popular and well-recognized program now receives state funding support from IDOT's regular appropriation equivalent to 100% of the 402 funding. Requests for studies have increased so dramatically that the program now has three consultants.



The second major thrust of GTSB 402-supported efforts in regard to roadway safety is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety related training for engineers, traffic technicians, maintenance personnel, flaggers and other road construction personnel. The Circuit Rider also organizes the DOT's winter work zone safety training program and is the key instructor as well. To make this possible, the DOT supplements the Bureau's funding by an additional 20%. During FFY 2008, the program will continue to bring work zone safety, flagger instruction and signage training to local road personnel. Circuit Rider Mr. Tom McDonald, continues work on a multi-agency effort to develop a comprehensive Iowa Crash Data Reference Manual.

### Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
RS-08-10-01	Department of Transportation - CR	\$50,000	\$50,000	\$0	\$0	\$50,000
RS-08-10-02	Department of Transportation - TEAP	\$100,000	\$100,000	\$0	\$0	\$100,000
<b>Total</b>		<b>\$150,000</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$150,000</b>

## Youth/Alcohol Program

### Objectives

- To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by the end of FFY 2008.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by the end of FFY 2008.

### Program Description

Because a significant amount of 410 and 402 funding in the alcohol emphasis area is directed at enforcement, including 16-24 year old drinking drivers, the major focus under the Youth/Alcohol emphasis area is education and public information. A contract with Iowa State University's Department of Public Safety forms the nucleus of the Governor's Traffic Safety Bureau's efforts under the Youth/Alcohol emphasis area.

Iowa State University will begin the 18th year of an extremely successful program of workshops that draw high school students and counselors from across the state. In FFY 2008, at least five one-day or as many as ten 1/2 day local training programs on the dangers of impaired driving, alcohol/substance abuse and positive alternatives to these self-destructive behaviors will be held. The workshops focus on the development of action plans and alternative activities and social events that do not involve alcohol or drugs. Participating students have named the program "Get A Grip." To support their action plans, students develop artwork to promote that promotes healthy choices. Below is a poster designed in 2007.

Since the program's inception in 1991, over 3,500 students have benefited by attending the "Get A Grip" workshops. With a renewal of focus on teen driving as well as on graduated drivers licensing laws and legislation, both in Iowa and nationally,



the feasibility and success of programs such as "Get a Grip" grow in significance and visibility.

### Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
YA-08-11-01	ISU Public Safety - Get A Grip Conference	\$85,000	\$85,000	\$0	\$0	\$85,000
<b>Total</b>		<b>\$85,000</b>	<b>\$85,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$85,000</b>

## Seat Belt Use Incentive Program (Section 157)

### Objectives

- To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- To establish and support, using the sTEP model, occupant protection education/enforcement programs with local law enforcement agencies throughout Iowa.
- To achieve a statewide safety belt usage rate of 95% by the end of FFY 2008.

### Program Description

Because Iowa has consistently maintained seat belt usage well above the national average, Iowa received Section 157 Incentive funds from FFY 1999 through FFY 2005. FFY 2008 will mark the end of the Section 157 funds and sTEP will transition to Section 406 funding during the coming year.

The GTSB has used Section 157 monies to greatly expand the successful sTEP model that began in 1996 under Section 403. Mini grants for occupant restraint enforcement and education during designated "waves," radar units and preliminary breath testers are offered to all Iowa law enforcement agencies. Under sTEP, safety belt use in rural areas has increased from 74 to 92%, by far the greatest improvement for any road category in Iowa.

Five waves of enforcement and education are done annually. An average of 230 agencies participated in each 2007 wave. Participation has been strong in areas where belt use was typically below the state average (now 91%). By encouraging more Iowans to buckle up, this program is saving lives and reducing serious injuries.

FFY 2008 sTEP applications were sent to all Iowa law enforcement agencies not set to take part in the 402 or 410 program. One hundred and seventy-nine agencies will receive sTEP grants. They include 43 sheriffs' offices, 135 local police departments and the Iowa State Patrol. Amazingly, after ten years, the program continues to attract new law enforcement agencies. This coming year will include nine entirely new participants while 31 agencies are coming back into the program that had taken part in earlier efforts. Again, Iowa's special Traffic Enforcement Program will feature five public information/education and enforcement "waves," beginning with Thanksgiving 2007. Approximately 40% of the sTEP grants will be funded with remaining 157 monies and 60% with Section 406 funds.

**SPECIAL TRAFFIC ENFORCEMENT PROGRAM**

# sTEP 2008

Click It or Ticket - Seat Belt Tickets Save Lives

Oct-07							Nov-07							Dec-07									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
1	2	3	4	5	6							1	2	3							1		
7	8	9	10	11	12	13	4	5	6	7	8	9	10			2	3	4	5	6	7	8	
14	15	16	17	18	19	20	11	12	13	14	15	16	17			9	10	11	12	13	14	15	
21	22	23	24	25	26	27	18	19	20	21	22	23	24			16	17	18	19	20	21	22	
28	29	30	31				25	26	27	28	29	30			23	24	25	26	27	28	29	30	
Jan-08							Feb-08							Mar-08									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
		1	2	3	4	5					1	2	3							1			
6	7	8	9	10	11	12	3	4	5	6	7	8	9	2	3	4	5	6	7	8			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	9	10	11	12	13	14	15			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	16	17	18	19	20	21	22			
27	28	29	30	31			24	25	26	27	28	29		23	24	25	26	27	28	29			
														30	31								
Apr-08							May-08							Jun-08									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7			
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14			
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21			
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28			
27	28	29	30				25	26	27	28	29	30	31	29	30								
Jul-08							Aug-08							Sep-08									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
			1	2	3	4					1	2	3										
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30							
							31																

Seat Belt Survey
  Media
  Heightened Enforcement sTEP Wave

**IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU**

**Governor's Traffic Safety Bureau**  
 Iowa Department of Public Safety  
 215 East 7th Street, 3rd Floor  
 Des Moines, IA 50319-0248  
 515-725-6123 ★ FAX 515-725-6133

Produced with Federal Highway Safety Funds (2007 - 4,500)

## Iowa 2008 Highway Safety Plan

### Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
157OP-08-00-01	Adams County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-02	Afton Police Department	\$1,620	\$1,620	\$0	\$0	\$1,620
157OP-08-00-03	Akron Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-04	Albia Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-05	Algona Police Department	\$4,350	\$4,350	\$0	\$0	\$4,350
157OP-08-00-06	Alta Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-08-00-07	Anamosa Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-08	Armstrong Police Department	\$2,450	\$2,450	\$0	\$0	\$2,450
157OP-08-00-09	Arnolds Park Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-10	Atlantic Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-08-00-11	Aurelia Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-12	Bedford Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-13	Belle Plaine Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-08-00-14	Bellevue Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-15	Belmond Police Department	\$4,400	\$4,400	\$0	\$0	\$4,400
157OP-08-00-16	Black Hawk County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-17	Bloomfield Police Department	\$4,050	\$4,050	\$0	\$0	\$4,050
157OP-08-00-18	Boone County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-19	Boone Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-20	Britt Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-21	Buchanan County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-22	Buena Vista County Sheriff's Office	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-23	Buffalo Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-24	Butler County Sheriff's Office	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-25	Calmar Police Department	\$1,050	\$1,050	\$0	\$0	\$1,050
157OP-08-00-26	Camanche Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-27	Centerville Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-28	Chariton Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-29	Charles City Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-30	Cherokee County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-31	Cherokee Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-32	Chickasaw County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-33	Clarence Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-34	Clarinda Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-35	Clarion Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-36	Clarke County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-37	Clarksville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-38	Clay County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-39	Conesville Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-08-00-40	Coon Rapids Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000

## Iowa 2008 Highway Safety Plan

### Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
157OP-08-00-41	Corning Police Department	\$2,950	\$2,950	\$0	\$0	\$2,950
157OP-08-00-42	Correctionville Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-08-00-43	Corydon Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-44	Crawford County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-45	Dallas Center Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-46	Davis County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-47	Dayton Police Department	\$1,000	\$1,000	\$0	\$0	\$1,000
157OP-08-00-48	Decatur County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-49	Decorah Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-50	Delaware County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-51	Denison Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-52	Denver Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-53	DeSoto Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-54	Dexter Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-55	Durant Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-56	Dysart Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-57	Eagle Grove Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-08-00-58	Eldon Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
157OP-08-00-59	Elkader Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-60	Ellsworth/Jewell/Stanhope PDs	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-08-00-61	Emmet County Sheriff's Office	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-08-00-62	Estherville Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
157OP-08-00-63	Fairbank Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-08-00-64	Fairfield Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-65	Farley Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-66	Farnhamville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-67	Fayette Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-08-00-68	Floyd County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-69	Fontanelle Police Department	\$1,000	\$1,000	\$0	\$0	\$1,000
157OP-08-00-70	Forest City Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-71	Fremont Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-08-00-72	Glenwood Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-73	Granger Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-74	Greene County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
157OP-08-00-75	Greene Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-08-01-85	Soft match	\$175,000	\$0	\$175,000	\$0	\$0
<b>Total</b>		<b>\$459,820</b>	<b>\$284,820</b>	<b>\$175,000</b>	<b>\$0</b>	<b>\$284,820</b>

## Occupant Protection Incentive Program (Section 405)

### Objectives

- To conduct and publicize a statewide child restraint usage survey.
- To support Iowa's sSTEP effort by funding the sSTEP Coordinator's salary and travel expenses.
- To support a broad array of occupant protection usage enhancement programs aimed at rural youth; child passenger safety including technical training and booster seat promotion; public information as well as other occupant protection education efforts.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2008.

### Program Description

Child restraint use and education are a vital part of Iowa's overall occupant protection effort. Improper use of child safety seats has been identified as a major barrier to achieving the maximum protection for Iowa's most precious resource, its children. Iowa's current child passenger safety law, which became effective July 2, 2004, provides for child safety seat or booster seat use for all children under the age of six and booster seat or safety belt use for all children six to eleven.

The GTSB will continue to utilize Occupant Protection Incentive funds to support one full-time child passenger safety coordinator at the Iowa Department of Public Health (IDPH). The program includes support for child restraint training and educational materials. Child safety seat inspections and check-up events will be held and support materials will be provided to CPS Technicians to assist them in providing community-based education on the correct use of child restraints. Another key aspect is to promote booster seat use for children ages 5-8. Child passenger safety information will continue to be provided on request to interested groups. A Child Passenger Safety Technician Conference, as well as regional training updates, will be planned and implemented.

The University of Iowa's Injury Prevention Research Center will hire and train personnel to conduct a statewide child restraint use survey. They will also analyze the survey data and provide a written report to the Governor's Traffic Safety Bureau. The Bureau will then disseminate the findings of this survey.

The Bureau's sSTEP Coordinator position is funded under Section 405. Randy Hunefeld works closely with Iowa's Law Enforcement Liaison and Occupant Protection Coordinator. He oversees all aspects of Sections 157/406 sSTEP including contract management, enforcement data collection and entry, claims review, and interacting with sSTEP agencies, the media and the public. sSTEP continues to play a major role in our efforts to increase Iowa's seat belt usage rate as we strive to achieve our goal of 95% usage.

Blank Children's Hospital will continue management of a CPS Website with child safety seat fit station and check-up event locations/schedules as well as a database with results from those activities. CPS educational materials will also be developed and distributed via physicians' offices and Blank Hospital. Transportation for children with special needs education will be offered to a cross section of CPS Technicians

in the medical field and seats appropriate to these needs provided for use. Development of new parent curriculum on child passenger seats will continue. This curriculum will be distributed statewide for new parent training in an effort to relieve some of the burden at permanent fit stations.



# Iowa 2008 Highway Safety Plan



Farm Safety 4 Just Kids will continue outreach to rural youths with innovative safety belt strategies and educational messages, including special safety programs with and peer presentations by more than a dozen youth groups across the state.

The Iowa State Patrol will play a key role in continuing to educate lowans on our child restraint law, hosting child safety seat check-up events and distributing restraint systems. Further outreach to teenagers will be made through driver education programs.



Mercy Medical Center of Sioux City will continue to educate new parents on the proper use of child restraints. They will also provide child safety seats and instruction to caregivers, grandparents and others who transport children.

The "Think First Iowa" program will enter their 20th year in 2008. The program is conducted by the Iowa Health System via their TIPS (Trauma Injury Prevention System)/Think First curriculum. "Think First Iowa" provides a powerful message to Iowa youth and teens regarding the potentially tragic and lifelong consequences of a few moments of carelessness behind the wheel. In just the first nine months of the 2007 program, 167 programs were presented to 24,351 students. Their award-winning poster is pictured here.



## Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
J2-08-01	Department of Public Health	\$185,000	\$185,000	\$0	\$0	\$185,000
J2-08-02	Blank Children's Hospital	\$20,000	\$20,000	\$0	\$0	\$20,000
K2-08-02	Blank Children's Hospital	\$114,000	\$114,000	\$0	\$0	\$114,000
K2-08-03	University of Iowa Injury Prevention Ctr	\$27,500	\$27,500	\$0	\$0	\$27,500
K2-08-04	Iowa State Patrol	\$25,000	\$25,000	\$0	\$0	\$25,000
K2-08-05	Farm Safety 4 Just kids	\$20,000	\$20,000	\$0	\$0	\$20,000
K2-08-06	Mercy Medical Center	\$5,500	\$5,500	\$0	\$0	\$5,500
K2-08-07	GTSB - sTEP Coordinator	\$90,000	\$90,000	\$0	\$0	\$90,000
K2-08-08	CPS Technicians/Conference	\$30,000	\$30,000	\$0	\$0	\$30,000
K2-08-09	Iowa Health System - TIPS	\$55,750	\$55,750	\$0	\$0	\$55,750
K2-08-10	GTSB - Printing/Travel	\$25,000	\$25,000	\$0	\$0	\$25,000
K2-08-11	GTSB - CPS Programs	\$457,432	\$457,432	\$0	\$0	\$457,432
J2-08-12	Soft Match	\$620,000	\$0	\$620,000	\$0	\$0
K2-08-12	Soft Match	\$1,000,000	\$0	\$1,000,000	\$0	\$0
<b>Total</b>		<b>\$2,675,182</b>	<b>\$1,055,182</b>	<b>\$1,620,000</b>	<b>\$0</b>	<b>\$1,055,182</b>

## Seat Belt Incentive Program (Section 406)

### Objectives

- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2008.
- To support occupant protection usage enhancement programs directed toward businesses and employers.
- To continue to provide occupant protection training for law enforcement through the Iowa Law Enforcement Academy.
- To support paid media efforts promoting seat belt use and enhancing child passenger safety efforts through the development of appropriate educational materials.

### Program Description

Because Iowa has a primary seat belt law and has had two consecutive years with a usage rate above 85%, we are eligible for the Section 406 Seat Belt Incentive funding. Ultimately, Section 406 funds will support a broad array of occupant protection program activities and will become the primary source of occupant protection related funding. In this second year of funding, four programs will utilize 406 monies. The first of these is Iowa's paid media campaign activities and funding utilizing the GTSB's public information contractor, The Integer Group. Paid media will occur as part of Iowa's involvement in the Click It or Ticket campaign leading up to and surrounding Memorial Day weekend. The Integer Group will also be tasked with continuing the enhancement of Iowa's child passenger safety campaigns with particular emphasis on booster seat use.



The Iowa Law Enforcement Academy will provide training for officers using both the TOPS and Operation Kids curriculums. A very successful effort to reach corporations and employers with employee belt use initiatives will continue with the Iowa Illinois Safety Council. To date, 120 companies have taken part.

Section 406 will become the primary funding source for Iowa's special Traffic Enforcement Program sSTEP in FFY 2008. Begun in the 1990s as a 403 demonstration project, sSTEP now boast some 225 partners during each event. Working five nationally designated enforcement waves, sSTEP partners have changed the landscape of rural seat belt use in Iowa, pushing use rates on secondary roads to 92% in the 2007 statewide survey.

The efforts funded under Section 406 will be an integral part of our state's effort to reach 95% seat belt usage by the end of 2008.

## Iowa 2008 Highway Safety Plan

### Budget

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
K4-08-00-76	Grinnell Police Department	\$2,700	\$2,700	\$0	\$0	\$2,700
K4-08-00-77	Grundy Center Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-00-78	Grundy County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-79	Guthrie County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-00-80	Hamburg Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-81	Hampton Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-82	Hardin County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-00-83	Harlan Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-84	Harrison County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-85	Harley Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-86	Hinton Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
K4-08-00-87	Howard County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-88	Humboldt Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-89	Ida County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-00-90	Indianola Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-91	Iowa Falls Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-92	Iowa State Patrol	\$60,000	\$60,000	\$0	\$0	\$0
K4-08-00-93	Janesville Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-00-94	Jesup Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-95	Jones County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-00-96	Kanawha Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
K4-08-00-97	Kossuth County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-00-98	Lake Mills Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
K4-08-00-99	Lamoni Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-00	Lansing Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-01	Laurens Police Department	\$900	\$900	\$0	\$0	\$900
K4-08-01-02	Le Grand Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
K4-08-01-03	Lenox Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-04	Leon Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-05	Lisbon Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
K4-08-01-06	Lucas County Sheriff's Office	\$4,350	\$4,350	\$0	\$0	\$4,350
K4-08-01-07	Madison County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-08	Madrid Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-09	Manchester Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-10	Manly Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-11	Manning Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-12	Manson Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-13	Mapleton Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500

## Iowa 2008 Highway Safety Plan

### Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
K4-08-01-14	Maquoketa Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-15	Marengo Police Department	\$4,400	\$4,400	\$0	\$0	\$4,400
K4-08-01-16	Mar-Mac Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-17	Melbourne Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-18	Merrill Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
K4-08-01-19	Missouri Valley Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-20	Monona County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-21	Monona Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-22	Montgomery County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-23	Monticello Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-24	Moulton Police Department	\$4,400	\$4,400	\$0	\$0	\$4,400
K4-08-01-25	Nashua Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-26	Nevada Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-27	New Albin Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
K4-08-01-28	New Hampton Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-29	New Vienna Police Department	\$1,800	\$1,800	\$0	\$0	\$1,800
K4-08-01-30	Nora Springs Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-31	O'Brien County Sheriff's Office	\$3,600	\$3,600	\$0	\$0	\$3,600
K4-08-01-32	Oelwein Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-33	Osage Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-34	Osceola Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
K4-08-01-35	Oskaloosa Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-36	Page County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-37	Palo Alto County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-38	Panora Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-39	Parkersburg Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
K4-08-01-40	Plymouth County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-41	Postville Police Department	\$4,300	\$4,300	\$0	\$0	\$4,300
K4-08-01-42	Poweshiek County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-43	Preston Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-44	Red Oak Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-45	Redfield Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
K4-08-01-46	Remson Police Department	\$2,700	\$2,700	\$0	\$0	\$2,700
K4-08-01-47	Ringgold County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-48	Sac City Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-49	Sac County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-50	Sanborn Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500

## Iowa 2008 Highway Safety Plan

### Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
K4-08-01-51	Scranton Police Department	\$450	\$450	\$0	\$0	\$450
K4-08-01-52	Shell Rock Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-53	Shellsburg Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-54	Shenandoah Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-55	Sigourney Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
K4-08-01-56	Sioux County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-57	Spirit Lake Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-58	St. Ansgar Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
K4-08-01-59	State Center Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-60	Strawberry Point Police Departmen	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-61	Tabor Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-62	Tama County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-63	Tama Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-64	Taylor County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-65	Toledo Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-66	Tripoli Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-67	Union County Sheriff's Office	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-68	Villisca Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-08-01-69	Vinton Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-70	Wapello Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-71	Washington Police Department	\$4,480	\$4,480	\$0	\$0	\$4,480
K4-08-01-72	Wayne County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-73	Webster City Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K4-08-01-74	West Branch Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-75	West Union Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K4-08-01-76	Williamsburg Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-77	Winneshiek County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-78	Winterset Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K4-08-01-79	Iowa Law Enforcement Academy	\$11,000	\$11,000	\$0	\$0	\$11,000
K4-08-01-80	Iowa Illinois Safety Council	\$35,000	\$35,000	\$0	\$0	\$35,000
K4-08-01-81	The Integer Group	\$60,000	\$60,000	\$0	\$0	\$0
K4PM-08-01-81	The Integer Group	\$150,000	\$150,000	\$0	\$0	\$0
K4-08-01-82	GTSB - Printing/Travel	\$20,000	\$20,000	\$0	\$0	\$20,000
K4-08-01-83	Iowa State Patrol - surveys	\$30,000	\$30,000	\$0	\$0	\$0
K4-08-01-84	Enforcement Agencies	\$248,258	\$248,258	\$0	\$0	\$248,258
<b>Total</b>		<b>\$1,013,438</b>	<b>\$1,013,438</b>	<b>\$0</b>	<b>\$0</b>	<b>\$713,438</b>

## Traffic Records Data Improvement Program (Section 408)

### Objectives

- To continue a state Traffic Safety Data Service improving data availability and utilization by key decision-makers.
- To enhance statewide electronic crash reporting through the Traffic Records and Crime Software System (TraCS).
- To support crash data analysis and data utilization by the injury prevention research community.
- To enhance the collection and utilization of EMS data by the greater highway safety community as well as expand use of CODES and other crash-related medical databases.
- To support continued development of and training on Iowa's traffic records data user tools including SAVER, IMAT and CMAT.

### Program Description

Iowa will receive 2nd-year Section 408 Highway Safety Data Improvement funds for programming in FFY 2008. In November of 2005, Iowa conducted a NHTSA Statewide Traffic Records Assessment. The findings of this assessment, along with a comprehensive traffic records strategic plan developed by the State Traffic Records Coordinating Committee during the spring of 2006, formed the basis for projects which were funded with 1st-year 408 funding in FFY 2007.

Three continuing project efforts will be aimed at expanding TraCS implementation in Iowa. The first will use a combination of improved officer training, software enhancements and improved Iowa DOT Office of Driver Services TraCS support capabilities to increase the percent of crash reports submitted electronically from just over 60% statewide to 85% by the end of FFY 2010.



First year activities have already boosted statewide electronic reporting to 70%. Another effort is focused on increased use of the SMART MAP location tool by TraCS agencies from the current estimated 80% to 95%. This is producing considerable labor cost savings and improved timeliness in crash data processing at the Iowa DOT. A third effort involves outreach to chiefs and sheriffs across the state to explain the capabilities of IMAT (Iowa Mapping and Analysis Tool) which enables agencies to use data from real time crashes in their own jurisdictions to improve operational deployment and enhance enforcement capabilities. Agencies using IMAT are expected to grow from the current 5 to 50 by 2010.

Other projects administered through the Iowa DOT Office of Driver Services include data and analysis sharing among behavioral research projects (University of Iowa) and those involving traffic engineering (Iowa State University). Still other efforts concentrate on development of an electronic database containing data collected by the Iowa State Patrol's Technical Accident Investigation personnel. One effort just underway is addressing data collection at the roadside by providing funds for in-car data collection technology. The program is targeting agencies which do the largest volumes of crash reporting in order to achieve maximum benefit.

## Iowa 2008 Highway Safety Plan

The Iowa Department of Public Health (IDPH) Bureau of Emergency Medical Services is focused on improving collection and reporting of EMS data from local providers and the utilization of that data to create meaningful reports and outputs to the greater highway safety community. The IDPH Bureau of Health Statistics will use 408 support funds to further analyze CODES data and to create outputs and reports which are meaningful to the greater highway safety community. Data already produced from the CODES project has documented a strong correlation between non-helmet use and traumatic brain injury in Iowa motorcycle crashes.

Support will be provided to the Iowa DOT's Office of Traffic & Safety to enhance Iowa's most sophisticated analysis tool, SAVER. At the Iowa State University's Center for Transportation Research and Education (CTRE), Iowa's landmark, user-friendly, comprehensive data support and analysis service, the Iowa Traffic Safety Data Service (ITSDS) will also receive 408 support. ITSDS supplies comprehensive crash data analysis and mapping that provide the basis for Iowa's nationally recognized corridor enforcement events. Special studies and analyses, including those involving young drivers, motorcyclists, drinking/impaired drivers and unbelted drivers and passengers will also be supported at CTRE. Internal 408-funded project activities managed by the Bureau will include support for traffic records related conferences, meetings and workshops. Support for contractual services to assist in STRCC and 408-related program activities, documentation and evaluation will be provided. This array of projects will promote the continued improvement in the timeliness, completeness, quality and accessibility of Iowa's highway safety data.

### Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K9-08-01	Public Health Bureau of EMS	\$40,000	\$40,000	\$0	\$0	\$40,000
K9-08-02	DOT Motor Vehicle Enforcement Division	\$263,000	\$263,000	\$0	\$0	\$263,000
K9-08-03	ISU Center for Transportation Research &	\$148,000	\$148,000	\$0	\$0	\$148,000
K9-08-04	Public Health Bureau of Health Statistics	\$15,000	\$15,000	\$0	\$0	\$15,000
K9-08-05	DOT Office of Traffic & Safety Division	\$65,000	\$65,000	\$0	\$0	\$65,000
K9-08-06	Data Improvement Programs	\$114,000	\$114,000	\$0	\$0	\$114,000
K9-08-07	Soft match	\$130,000	\$0	\$130,000	\$0	\$0
<b>Total</b>		<b>\$775,000</b>	<b>\$645,000</b>	<b>\$130,000</b>	<b>\$0</b>	<b>\$645,000</b>

## Alcohol Incentive Program (Section 410)

### Objectives

- To support compliance of Iowa's OWI, .02 BAC, Open Container and Underage Possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and safety checkpoints.
- To enhance coordination of alcohol-related education and enforcement activities across Iowa including technical, analytical, logistical and personnel support for corridor events.
- To support training for Iowa law enforcement personnel regarding impaired driving, including impairment resulting from the use of drugs other than alcohol.
- To achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2008.

### Program Description

Operator error is the biggest single contributor to fatal and injury crashes in the state of Iowa. Like much of the Nation, the one operator error which factors into more fatal crashes than any other is the decision to get behind the wheel of a motor vehicle while under the influence of alcohol or other drugs. Iowa's 410 Alcohol Incentive Program employs a multi-faceted approach to address several issues designed to reduce the incidence of impaired driving.

First among these is an enhanced impaired driving enforcement and education campaign. The expansion of 410 funding under SAFETEA-LU has enabled the GTSB to expand the number of eligible counties from 22 to 40. This expansion has resulted in a 70% increase in the number of enforcement agencies participating in the 410 program. For FFY 2008, a total of 44 police departments, 18 sheriffs' offices, two university public safety departments and the Iowa State Patrol will receive Section 410 funding. Program activities will include corridor enforcement events, checkpoints and saturation patrols plus traditional overtime enforcement.

Other major activities funded under 410 include support for drug impaired driving training for law enforcement via the Drug Evaluation and Classification Program (DECP). Additionally, 410 supports the GTSB staff position of Law Enforcement Liaison who organizes and implements multi-agency enforcement events statewide. STEP Coordinator Randy Hunefeld has been acting as Iowa's Law Enforcement Liaison promoting multi-agency corridor enforcement events. Iowa is a national leader in corridor enforcement, organizing the participation of states from Minnesota to Texas as part of the Operation Is (Interstates) effort conducted just prior to the Labor Day weekend. Corridor projects target high-crash areas also include the Avenue of the Saints project, Operation TNT on highways Two, Ninety-two and Thirty-four, U.S. 61 H.E.A.T. (Highway Enforcement Action Team), Operation Double 00 on Highways 20 and 30 and Operation Northern Lights on Highways 3, ( and 18 in northern Iowa.



With a much larger 410 effort slated for 2008, Iowa will continue a paid media component in FFY 2008 in support of the "Over the Limit - Under Arrest" campaign to be conducted in late August early September. Iowa will strive to maintain its status as one of the lowest alcohol fatality states in the Nation.

## Iowa 2008 Highway Safety Plan

### Budget

<u>Program</u>		<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>	<u>Local</u>
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
J8-08-01	Altoona Police Department	\$7,375	\$5,900	\$0	\$1,475	\$5,900
J8-08-02	Ames Police Department	\$57,325	\$23,550	\$0	\$33,775	\$23,550
J8-08-03	Avoca Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
J8-08-04	Benton County Sheriff's Office	\$19,900	\$16,900	\$0	\$3,000	\$16,900
J8-08-05	Blue Grass Police Department	\$8,325	\$6,000	\$0	\$2,325	\$6,000
J8-08-06	Bremer County Sheriff's Office	\$8,900	\$5,000	\$0	\$3,900	\$5,000
J8-08-07	Burlington Police Department	\$36,211	\$28,000	\$0	\$8,211	\$28,000
J8-08-08	Carlisle Police Department	\$19,752	\$13,750	\$0	\$6,002	\$13,750
J8-08-09	Carter Lake Police Department	\$23,027	\$19,500	\$0	\$3,527	\$19,500
J8-08-10	Cedar County Sheriff's Office	\$2,000	\$2,000	\$0	\$0	\$2,000
J8-08-11	Cedar Rapids Police Department	\$8,900	\$8,900	\$0	\$0	\$8,900
J8-08-12	Cerro Gordo County Sheriff's Office	\$29,000	\$29,000	\$0	\$0	\$29,000
J8-08-13	Clayton County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
J8-08-14	Clear Lake Police Department	\$18,375	\$12,500	\$0	\$5,875	\$12,500
J8-08-15	Clinton County Sheriff's Office	\$39,755	\$29,000	\$0	\$10,755	\$29,000
J8-08-16	Clinton Police Department	\$17,500	\$10,000	\$0	\$7,500	\$10,000
K8-08-16	Clinton Police Department	\$32,000	\$24,500	\$0	\$7,500	\$24,500
K8-08-17	Dallas Center Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
K8-08-18	Dallas County Sheriff's Office	\$8,000	\$4,000	\$0	\$4,000	\$4,000
K8-08-19	Davenport Police Department	\$14,750	\$14,750	\$0	\$0	\$14,750
K8-08-20	DeWitt Police Department	\$22,000	\$16,450	\$0	\$5,550	\$16,450
K8-08-21	Dubuque County Sheriff's Office	\$29,316	\$22,500	\$0	\$6,816	\$22,500
K8-08-22	Dubuque Police Department	\$12,900	\$12,900	\$0	\$0	\$12,900
K8-08-23	Dunkerton Police Department	\$7,800	\$7,800	\$0	\$0	\$7,800
K8-08-24	Dyersville Police Department	\$11,300	\$11,300	\$0	\$0	\$11,300
K8-08-25	Eldridge Police Department	\$18,185	\$12,550	\$0	\$5,635	\$12,550
K8-08-26	Epworth Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K8-08-27	Evansdale Police Department	\$7,000	\$7,000	\$0	\$0	\$7,000
K8-08-28	Fayette County Sheriff's Office	\$12,000	\$12,000	\$0	\$0	\$12,000
K8-08-29	Fort Madison Police Department	\$22,850	\$22,850	\$0	\$0	\$22,850
K8-08-30	Hamilton County Sheriff's Office	\$26,120	\$18,450	\$0	\$7,670	\$18,450
K8-08-31	Henry County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
K8-08-32	Hudson Police Department	\$9,950	\$4,500	\$0	\$5,450	\$4,500
K8-08-33	Huxley Police Department	\$1,825	\$1,825	\$0	\$0	\$1,825
K8-08-34	Iowa County Sheriff's Office	\$17,154	\$9,500	\$0	\$7,654	\$9,500
K8-08-35	Iowa State Patrol	\$278,500	\$278,500	\$0	\$0	\$0
K8-08-36	Jackson County Sheriff's Office	\$8,000	\$8,000	\$0	\$0	\$8,000
K8-08-37	Johnston Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K8-08-38	Knoxville Police Department	\$6,400	\$6,400	\$0	\$0	\$6,400
K8-08-39	La Porte City Police Department	\$6,550	\$4,150	\$0	\$2,400	\$4,150
K8-08-40	LeClaire Police Department	\$14,850	\$14,850	\$0	\$0	\$14,850

## Iowa 2008 Highway Safety Plan

### Budget (continued)

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K8-08-41	LeMars Police Department	\$14,000	\$14,000	\$0	\$0	\$14,000
K8-08-42	Linn County Sheriff's Office	\$17,500	\$17,500	\$0	\$0	\$17,500
K8-08-43	Marion County Sheriff's Office	\$5,700	\$5,700	\$0	\$0	\$5,700
K8-08-44	Marshall County Sheriff's Office	\$19,185	\$15,700	\$0	\$3,485	\$15,700
K8-08-45	Mercy Medical Center, Sioux City	\$10,811	\$8,100	\$0	\$2,711	\$8,100
K8-08-46	Mitchellville Police Department	\$4,875	\$3,900	\$0	\$975	\$3,900
K8-08-47	Monroe Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
K8-08-48	Mount Vernon Police Department	\$19,196	\$12,250	\$0	\$6,946	\$12,250
K8-08-49	Muscatine County Sheriff's Office	\$23,500	\$23,500	\$0	\$0	\$23,500
K8-08-50	Palo Police Department	\$4,573	\$4,000	\$0	\$573	\$4,000
K8-08-51	Pella Police Department	\$12,700	\$12,700	\$0	\$0	\$12,700
K8-08-52	Perry Police Department	\$20,761	\$7,650	\$0	\$13,111	\$7,650
K8-08-53	Pleasantville Police Department	\$8,750	\$5,000	\$0	\$3,750	\$5,000
K8-08-54	Polk City Police Department	\$18,500	\$15,000	\$0	\$3,500	\$15,000
K8-08-55	Prairie City Police Department	\$10,000	\$7,450	\$0	\$2,550	\$7,450
K8-08-56	Robins Police Department	\$4,450	\$4,450	\$0	\$0	\$4,450
K8-08-57	Rockwell Police Department	\$4,820	\$4,000	\$0	\$820	\$4,000
K8-08-58	Sergeant Bluff Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K8-08-59	Sioux City Police Department	\$40,800	\$40,800	\$0	\$0	\$40,800
K8-08-60	Storm Lake Police Department	\$16,000	\$16,000	\$0	\$0	\$16,000
K8-08-61	University Heights Police Department	\$55,000	\$10,000	\$0	\$45,000	\$10,000
K8-08-62	University of Iowa-DPS	\$7,300	\$7,300	\$0	\$0	\$7,300
K8-08-63	University of Northern Iowa	\$14,700	\$10,600	\$0	\$4,100	\$10,600
K8-08-64	Urbandale Police Department	\$14,300	\$11,500	\$0	\$2,800	\$11,500
K8-08-65	Warren County Sheriff's Office	\$22,867	\$12,200	\$0	\$10,667	\$12,200
K8-08-66	Washington County Sheriff's Office	\$17,800	\$17,800	\$0	\$0	\$17,800
K8-08-67	Waterloo Police Department	\$90,400	\$31,500	\$0	\$58,900	\$31,500
K8-08-68	Waverly Police Department	\$11,243	\$9,000	\$0	\$2,243	\$9,000
K8-08-69	West Burlington Police Department	\$8,950	\$8,950	\$0	\$0	\$8,950
K8-08-70	West Liberty Police Department	\$16,595	\$13,700	\$0	\$2,895	\$13,700
K8-08-71	Windsor Heights Police Department	\$5,450	\$4,350	\$0	\$1,100	\$4,350
K8-08-72	Woodward Police Department	\$5,650	\$2,750	\$0	\$2,900	\$2,750
K8-08-73	The Integer Group	\$5,000	\$5,000	\$0	\$0	\$0
K8PM-08-73	The Integer Group	\$150,000	\$150,000	\$0	\$0	\$0
K8-08-74	GTSB - LEL Position	\$90,000	\$90,000	\$0	\$0	\$90,000
K8-08-75	GTSB - DRE	\$50,000	\$50,000	\$0	\$0	\$50,000
J8-08-76	Alcohol Programs	\$500,000	\$500,000	\$0	\$0	\$500,000
J8-08-77	Soft match	\$660,000	\$0	\$660,000	\$0	\$0
K8-08-77	Soft match	\$1,200,000	\$0	\$1,200,000	\$0	\$0
<b>Total</b>		<b>\$4,076,671</b>	<b>\$1,908,625</b>	<b>\$1,860,000</b>	<b>\$308,046</b>	<b>\$1,475,125</b>

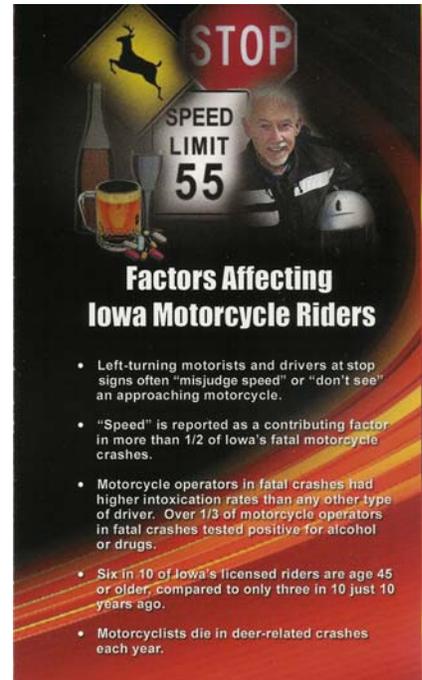
## Motorcycle Safety Program (Section 2010)

### Objectives

- To provide motorcycle safety education to motorcyclists and the driving public.

### Program Description

Iowa received Section 2010 Motorcycle Safety funds for use in FFY 2007 and anticipates receiving 2nd-year funding to assist in supporting motorcycle safety efforts in the state. Iowa already has a well-established Motorcycle Safety Task Force that will start its fifth year in 2008. Activities to be funded include support for Iowa's 5th Annual Motorcycle Safety Forum to be held on March 14, 2008 in Des Moines. Iowa's successful motorcycle/motorists safety awareness brochure, now in its second edition with more than 75,000 copies distributed, will be updated. Pictured to the right is a page from this brochure, which received an achievement award from the National Motorcycle Safety Foundation. Iowa's Mature Rider Refresher Program, administered by the Iowa DOT's Office of Driver Services, will benefit from public information and rider notification efforts. It is expected that a statewide public information campaign to coincide with National Motorcycle Safety Awareness efforts in May will be planned and implemented. Motorcyclists account for about one third of one percent of all vehicle miles traveled in Iowa, yet they make up nearly 15% of the state's traffic deaths. As such, safety efforts aimed at both the state's riding population and the motorists who share the road with them is of paramount importance.



### Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
K6-08-2010-01	DOT Office of Driver Services	\$50,000	\$50,000	\$0	\$0	\$50,000
K6-08-2010-02	The Integer Group	\$50,000	\$50,000	\$0	\$0	\$0
K6-08-2010-03	Motorcycle Programs	\$55,000	\$55,000	\$0	\$0	\$55,000
<b>Total</b>		<b>\$155,000</b>	<b>\$155,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$105,000</b>